

Atty. Docket No. 696.004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**RECEIVED
CENTRAL FAX CENTER**

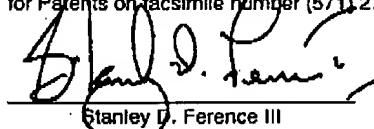
OCT 19 2007

In re Application of : Srinivasan et al.
Serial No. : 09/805,310 Examiner : B. Jackson
Filed : March 13, 2001 Art Unit : 2685
For : METHOD AND APPARATUS FOR TIME-AWARE
AND LOCATION-AWARE MARKETING

October 19, 2007

**PETITION AND FEE FOR EXTENSION OF TIME
PURSUANT TO 37 C.F.R. § 1.136(a)**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on October 19, 2007.

Stanley D. Ference III
Reg. No. 33,879October 19, 2007
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

18/CC/CRW/PURJMP 696.004 09805310
01 FC:2253 525.00 UP

Sir:

Applicant(s) hereby petitions for an extension of time for a total period of three (3) months through and including October 19, 2007 to respond to the Office Action mailed on April 19, 2007. If an additional extension of time is required to insure that this paper is timely filed, please consider this a petition therefor.

The Response for which this extension is requested is filed herewith.

Atty. Docket No. 696.004

Applicant is a small entity and the extension fee required under 37 C.F.R. § 1.17(a)-(d) is calculated below:

**RECEIVED
CENTRAL FAX CENTER**

		large entity	small entity	OCT 19 2007
()	one month	\$120	\$60	
()	two months	\$460	\$230	
(X)	three months	\$1,050	\$525	
()	four months	\$1,640	\$820	
()	five months	\$2,230	\$1,115	

Attached hereto is a completed Credit Card Payment Form. Please charge the credit card identified thereon in the amount of \$525.00 to cover the requisite fee for a three month extension of time. The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment to the credit card identified in the attached Credit Card Payment Form.

Respectfully submitted,



Stanley D. Ference III
Registration No. 33,879

Mailing Address:

Customer No. 35195
FERENCE & ASSOCIATES LLC
409 Broad Street
Pittsburgh, Pennsylvania 15143
(412) 741-8400
(412) 741-9292 - Facsimile